FACEBOOK MARKETING PLAN

Brought to you by the Medicare Café &
Senior Marketing Specialists
(800) 689-2800 | SMSteam.net

Being online is no longer an option.

The 65+ community is growing in record numbers online, with email, social media, shopping, research, and more.

Facebook continues to be the top platform for people over 65.

I don't have time!
I don't know how!
What do I post?

Instead of making excuses, let's adapt to how the market is.

We can help you make it quick.
We can help you know how.
We give you content to post.

This guide is designed to show you all this and more. Now grab your coffee and let's learn Facebook!

Your Website

Do you need a website?
Short answer, yes. It pairs with Facebook like a crisp white wine to fish (or beer to pizza, take your pick). Your website also gives you more online creditability.

But I have Facebook!
Having a basic, static website (a website that does not have active content, like a blog) gives you the ability to link to your contact me page. On Facebook, with some posts you may want a call to action, such as to contact you. The key in a call to action is to make it as simple as possible.

But I will post my phone number. That may work, but it requires the prospect to change devices (if they are not on their phone looking) and physically call you. Posting a link to your contact me page is far more fluid and requires less work for the prospect (the easier you make it to contact you, the more likely they will).

But I will post my email address! Facebook will not let you link an email address in a post. You can link your Facebook page with an email being a call to action (more on this later) but again, a contact page is a clearer call to action, plus gives people a chance to check you out.

But they can message me on Facebook! A lot of people may not want to have a Facebook messenger conversation with you. They may prefer to email you. Give them the opportunity with a link to a contact me page.

Don't have a website? Don't sweat it for now. You can survive without one, but it should be somewhere on your to-do list.

Your Facebook Page

Your Facebook page has some basic elements. A profile picture, a cover photo, and a call to action.

Profile Picture

Cover Photo

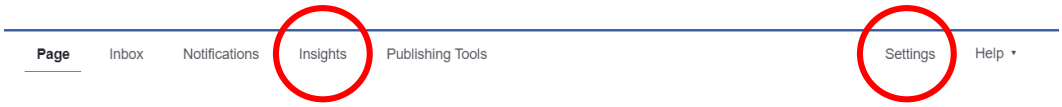
Call to action

Profile Picture: We used our logo since it is for an organization and not just one person. I would suggest a professional headshot if you are promoting yourself. Don't have a nice headshot? Use your smartphone. Most smartphones made the past few years have decent enough cameras to take a simple headshot picture. What about a selfie? We suggest finding a friend and taking the picture for you for the more professional look.

Cover Photo: You want to make it clear what you do. Some people use local landmarks or images of their demographic (like seniors). I would suggest putting your contact info on there as well. Don't know how? Use Pixabay.com to find an image and then use PicMonkey.com to add text.

Call to Action: This is how people will get a hold of you. There are numerous options. I would suggest having people send you an email. This can be used across any platform (most people don't make phone calls from their computer) some may not want to message you, but most everyone understands email.

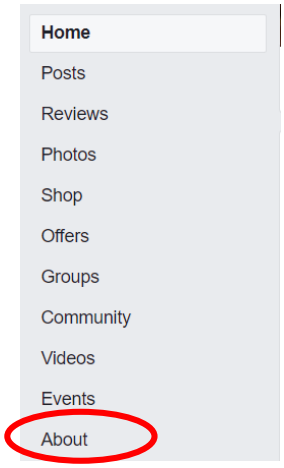
Other Parts of Your Page



Top menu bar

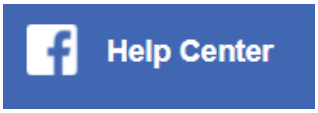
Insights – Gives you analytical data on your page, such as page views, page likes, reach, etc.

Setting – There is a lot in here. Facebook sets your page with some defaults, such as anyone can publish to your page, profanity filter (turned off), etc. In most cases, you will not have to change any of this.



Left menu

About (last one) – This is where you can add some personal information such as contact info, business type, your story (keep it brief), your website, and other information. I would suggest editing most of the information in here.



CHECK OUT THE HELP CENTER

Facebook wants you to use Facebook as much as possible and for that reason they have a lot of resources and tutorials built in. On the top menu bar, click Help and choose visit the Help Center. There are videos, tips, and more!

POSTING

This is where the rubber meets the road. Facebook is all about the feed. The newsfeed is where your posts that show up on other people's Facebook.

Some things to keep in mind:

Everyone is trying to get attention
Facebook is designed to engage others. People see posts from friends and family sharing pictures and random daily activities, news sources getting them to read their stories, stores selling them random items you did a Google search for, and insurance agents saying "remember me!" or "pick me!" It's almost as bad as a 7th grade dance where all the boys are on one side and girls on the other. Standing out can be a challenge.

Every post is like passing out a business card
When you pass out a business card, you may not expect a call. You may never get a call, but you pass them out anyway because you never know when that person will have a need for your service. The same is true with posting on Facebook. Many people may not need your service right now, but the more you post, the easier it will be to find you.

Every post is like a highway billboard

Almost every highway has billboards. From local business to national brands, you can find about anything on billboards. Most have a large image or background, a few bits of text, and possibly a call to action. This could be a number to call or an idea, like some McDonald's fries sound delicious. They are designed to be read quickly since people are going 70+ mph with clear images and very little text.

Your posts should follow the same rules. Images capture attention far greater (some studies say 60,000x's more effective) than words alone. Your images should be high quality and the text in your posts should be quick to read.

NOTE: You cannot just grab images off the internet. Some are protected by copyright laws or are owned by digital image companies.

Need high resolution photos? Use Pixabay.com for royalty free images (that is where all the images in this guide came from).

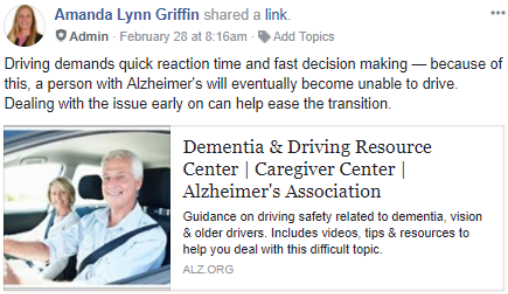
Content to Post

This is one of the biggest questions we get “what am I going to post?” Luckily, we do most of the work for you with SMS Agent Connect.

This is a closed Facebook group (for SMS contracted agents) where we post content for you to use on your Facebook page. From health tips, health awareness month information, and other topics with the senior demographic in mind.

Not a member? CLICK HERE and request to join!

Some sample posts:



Original Content

People like to know who they are doing business with. Posting original content can help build your relationships with clients as they get to know you better.

The Humble Brag
Do you volunteer anywhere? Do you sponsor a local sports team, such as a little league T-ball team? Are you doing interesting activities? Let your clients know by posting them on Facebook. The humble brag is when you post what you are doing without being “in your face” about it.

Hobbies
Have an interesting hobby? Ride a motorcycle? Hiking? Building a spaceship in your backyard? Camping? Talk about it and see if any prospects or clients do the same!

Favorite Recipes
Everyone has to eat, why not share your favorite (or client submitted recipes) on your page!

Remember to include images with all the above! Especially if you are building that spaceship!

Original Content Tips

Safe Topics:
Sports – Brag on your sports team
Family – Share family events
Food – Who doesn't love some food?!?
Local Events – Share your community events
Weather – We are all exposed to it!
Clean Humor – People love to laugh

Not Safe for Facebook Pages:
Politics – Different views can draw some nasty comments
Religion – Can be polarizing even if meant to be positive
Bad Humor – You don't want to offend anyone
Selling – Yes, you are in sales, but constantly selling is a great way to drive people away. A few posts here and there, maybe, if they are well worded. Remember, people are primarily on Facebook for friends, family and hobbies, not Medicare or insurance info.

The Post Test
Ask yourself: "Will or could anyone find this offensive or unpleasant?" If the answer is yes, don't post it.

Posting from an article

Read a great news story or blog post that you want to share? Most articles and posts have social share buttons to make this easy for you!

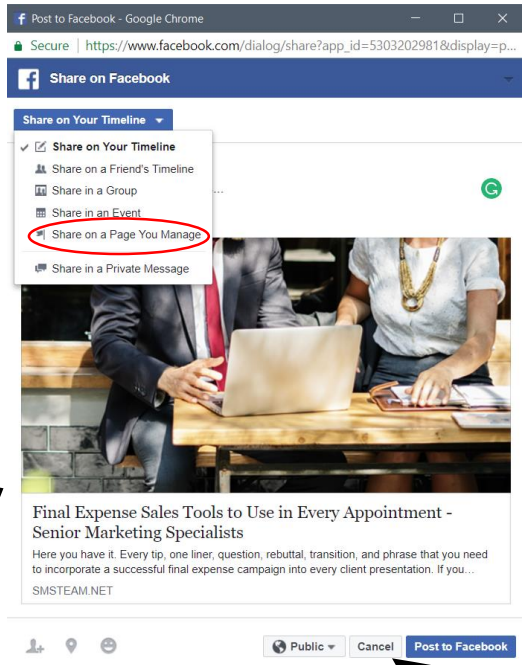
Look for the social media buttons on the article. Most have them, but some may not. If there are no social share options, then I would not bother sharing the story as there may be copyright or other sharing issues.

Social share buttons – Usually at the beginning or the end of the article

How to share it:

- Click the Facebook icon in the article – a new window will appear (like the image to the right)
- Choose your page from the drop down (circled in the example to the right)
- Facebook will automatically pull the main image from the article
- Post it!

Since the article is giving you permission to share the article, there are no copyright issues!



Automatically pulls the image

Click post and you are done!

How often should I post?

2-5 Times Per Week
That sounds like a lot! However, most of the heavy lifting is already done for you.

SMS Agent Connect puts out 3+ posts per week.

Most stories and blog posts have social media share buttons where you can share a story in less than a minute.

You can even schedule out your posts for future release. That way you can have a week or two all lined up in one sitting. Need help with this? Call us at (800) 689-2800.

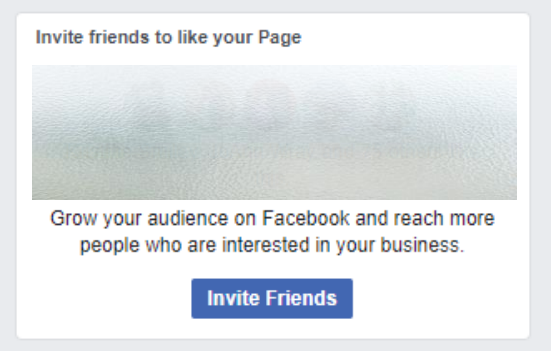
Facebook is Very Transparent
Your Facebook post are time and date stamped. Anyone can see how active you are in Facebook. If you are not posting consistently, this can be a reflection to some how active you are in the field and as an agent.

Plus, you are trying to stay on people's main feed. The more they see your name and information, the more familiar they are going to be with you.

How can I get “Likes?”

People have to Like or Follow your page to see your content.

You can send requests to your friends and family to like your page. There is usually a box on the right side of your page only you can see that says invite friends to like your page. Click it and send out invites. While these may not be direct clients, they may want to help you spread the word and support you!



“But I am not friends with my clients on Facebook!” Ask them to like your page off Facebook. Remind them in your newsletters, email signature, at appointments, etc. It is going to take time to build an audience, so be patient.

The more active you are with great content, the more likely people will want to like your page.

Facebook Ads
Facebook ads are where you pay to have your message broadcasted to the audience you choose. There are a lot of advanced targeting tools and parameters in the Facebook Ad builder. Facebook covers a lot of this on their Facebook Business pages check them out here.

While we are on the subject – CLICK HERE to like Medicare Café’s page!

SUCCESS TIPS

Be Consistent
The more you post, the more you will be found and the more Search Engine Optimization (SEO) you will generate. However, too much posting can get annoying to some, so 2-5 times per week works.

"Like" Your Carriers
You represent them, so like their pages. See what kind of content they are posting. You can even share their content to your page (just choose the share option on the bottom of the post).

Have Fun!
The more enjoyable something is, the more likely you will do it. Enjoy the process and have fun with Facebook!

Video is King
Facebook loves videos. If you come across a video that is relevant to your business, post it (with permission of course). YouTube has social media button shares, including Facebook, if the person or organization has allowed the video to be shared. Simply click the Share button and choose Facebook.

You can even make your own videos or go Facebook live! More about Facebook Live here.

Same rules apply for regular posts; make sure it will not polarize or offend your clients.

NEXT STEPS

MAKE THE COMMITMENT

CREATE / UPDATE YOUR PAGE – Make sure your cover photo describes what you do or go for a local landmark. Don't forget you can change this out from time to time.

Have a great headshot if this page is promoting you and not an organization.

COMMIT – Post 2-5 times per week

JOIN – Join SMS Agent connect for content CLICK HERE

ORIGINAL CONTENT – Post some original content with pictures

LIKE MEDICARE CAFÉ'S PAGE – CLICK HERE to Like it!

OVERWHELMED?
If you are feeling overwhelmed, call Senior Marketing Specialists and talk to your sales director to collaborate and keep the momentum going on your Facebook page. You can even do this now! (800) 689-2800

Medicare Café

Where agents drink java and talk shop

Facebook is a common theme on the Medicare Café, make sure you join by CLICKING HERE!

We meet every Tuesday at 10:00 am (Central) and go Facebook live Fridays at 12:00pm.

Even if you cannot make it, register and receive the post notes and video review. Or you can check out our archives HERE along with additional resources!

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Lots of good stuff there too!